



COUNCILMEMBER CARL DeMAIO

FIFTH DISTRICT

CITY OF SAN DIEGO

March 5th, 2010

Dear Friends,

We want to invite you to participate in an innovative program to benefit San Diego's local economy. We are seeking to recruit San Diegans who serve on boards and hold prominent positions in business and trade associations to take part in the Tourist Ambassador Program.

The Tourism Ambassador Program is an initiative to identify San Diegans serving in these key positions and connect them with the sales and marketing teams of the San Diego North Convention and Visitors Bureau and we invite you to take part in the Launch event on March 15th of this important program.

More than one-third of San Diego's tourism economy comes from conventions and business meetings. Companies, trade associations, and sporting events typically seek input from their board of directors in selecting sites for these meetings. The Tourism Ambassador Program will help leaders like you to sell San Diego as a meeting place to help jump start visitor spending to our local economy.

Also a portion of the revenue that is brought in from the program will be donated to Outdoor Outreach, a local charity whose mission is to empower at-risk youth to make positive changes through a comprehensive outdoor Program.

If you have interest in attending the launch of the Tourism Ambassador Program, the event begins at 11:30am at the Rancho Bernardo Inn, Aragon Ballroom, complimentary luncheon and orientation program begins at 12:00 P.M. please email RSVP's to gholder@sandiegonoorth.com. For more information about this important program please contact Hillary Townsend at 760-745-4747 or htownsend@sandiegonoorth.com.

Sincerely

Carl DeMaio
City Councilmember
City of San Diego

Cami Mattson
President & CEO
SD North Convention and Visitors Bureau

